

INVOICE



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
Main: (505)884-7777
Billing: (916)325-3266

Invoice #	Invoice Date	Invoice Month	Invoice Period
939094-2	09/09/12	September 2012	08/27/12 - 09/07/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Beth Pfefferle	Albuquerque - L	Local

Advertiser	Product	Estimate Number
Breakthrough Strategies	Issue	New Energy Econo

Flight Dates	Order #	Alt Order #
08/25/12 - 09/08/12	939094	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Billing Address:

Caldwell Media
Attention: Joni Caldwell
4010 Carlisle Blvd NE
Albuquerque, NM 87107

Send Payment To:

KOAT
PO Box 26868
Lehigh Valley, PA 18002-6868

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/27/12	09/08/12	Good Morning America	7-9a	MTWTF--	1:00	5	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/27/12	09/02/12	MTWTF--	5	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	M	08/27/12	7:29 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
2	KOAT	Tu	08/28/12	7:26 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
4	KOAT	W	08/29/12	7:50 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
3	KOAT	Th	08/30/12	7:29 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
5	KOAT	F	08/31/12	7:55 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	MTWTF--	5	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	KOAT	M	09/03/12	7:26 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
6	KOAT	Tu	09/04/12	7:25 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
7	KOAT	W	09/05/12	7:25 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
10	KOAT	Th	09/06/12	7:26 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
9	KOAT	F	09/07/12	7:50 AM	Good Morning America	7-9a	1:00	FROG1812 60H	\$750.00 NM
2	08/27/12	09/08/12	Live with Regis & Kelly 9-10a		MTWTF--	1:00	5	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/27/12	09/02/12	MTWTF--	5	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	KOAT	M	08/27/12	9:30 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
2	KOAT	Tu	08/28/12	9:47 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
4	KOAT	W	08/29/12	9:51 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
5	KOAT	Th	08/30/12	9:50 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
1	KOAT	F	08/31/12	9:54 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	MTWTF--	5	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	KOAT	M	09/03/12	9:29 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
9	KOAT	Tu	09/04/12	9:50 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
8	KOAT	W	09/05/12	9:45 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
10	KOAT	Th	09/06/12	9:46 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
7	KOAT	F	09/07/12	9:37 AM	Live with Regis & Kelly 9-10a	9-10a	1:00	FROG1812 60H	\$250.00 NM
3	08/27/12	09/08/12	Dr Oz	4-5p		1:00	4	\$600.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

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KOAT
PO Box 26868
Lehigh Valley, PA 18002-6868

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Advertiser	Product	Estimate Number
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Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/27/12	09/02/12	MTWTF--	4	\$600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	KOAT	M	08/27/12	4:16 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
4	KOAT	Tu	08/28/12	4:22 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
2	KOAT	W	08/29/12	4:18 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
1	KOAT	F	08/31/12	4:19 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	MTWTF--	4	\$600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
6	KOAT	M	09/03/12	4:29 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
7	KOAT	Tu	09/04/12	4:26 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
8	KOAT	W	09/05/12	4:53 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
5	KOAT	Th	09/06/12	4:15 PM	Dr Oz	4-5p	1:00	FROG1812 60H	\$600.00 NM
4	08/27/12	09/08/12	Action 7 News @ 10p M-F 10-1030p		MTWTF--	1:00	3	\$1,700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/27/12	09/02/12	MTWTF--	3	\$1,700.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	KOAT	M	08/27/12	10:24 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
2	KOAT	Tu	08/28/12	10:22 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
1	KOAT	F	08/31/12	10:28 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	MTWTF--	3	\$1,700.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
5	KOAT	M	09/03/12	10:24 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
6	KOAT	Tu	09/04/12	10:21 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
4	KOAT	Th	09/06/12	10:23 PM	Action 7 News @ 10p M-F	10-1030p	1:00	FROG1812 60H	\$1,700.00 NM
5	08/25/12	09/08/12	Action 7 News @ 5p Sat 5-530p		-----S-	1:00	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/27/12	09/02/12	-----S-	1	\$475.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	KOAT	Sa	09/01/12	5:11 PM	Action 7 News @ 5p Sat	5-530p	1:00	FROG1812 60H	\$475.00 NM
Total Spots							35		

Gross Total \$25,475.00

Agency Commission \$3,821.25

Net Amount Due \$21,653.75

Payment Terms 30 Days